

Resources to Better Health

Make your health plan work harder for you.

Becoming a member of Florida Blue opens the door to a whole range of benefits, but perhaps the most valuable is the way we help you get the most out of whatever plan you choose. That's what Florida Blue's health resources are all about—maximizing the value of your health benefit plan¹, supporting your pursuit of health. They're effectively an action guide to the resources and tools² that help manage your physical and financial health, ensuring you're equally ready to handle a common cold, a chronic condition, a health crisis—or even prevent them all. Online, on the phone, or in person, we'll take you through the three simple steps to a healthier body and budget.

1. Identify Your Health Status

A Personal Health Assessment is the first step to better physical and, ultimately, financial health—helping you to determine your current health needs and potential future health risks you should start attending to now. You can step through our self-navigated tool online or simply give us a call. We'll walk you through it.

2. Manage Your Health Needs

Once you know what your health status is, the most important thing is being aware of what you can do to positively impact it. We can help you better understand—and learn how to apply that information directly to your personal situation. Because we believe an informed member is ultimately a healthier one.

Keep on Top of It Online at floridablue.com

- Use the online gateway to review everything about your health plan, as well as all of our self-service tools
- Shape your own path to health with resources to help reduce the risks related to unhealthy behaviors (for example: tobacco use, stress, poor nutrition, weight management issues, lack of exercise, etc.)
- Find doctors and specialists through the online provider directory and along with their contact info
- Make appointments online with Quest Diagnostics®
- Use your Member Health Statement to track your health care expenses for the preceding month

Expert Advice on Call

- For more personal assistance, you can call our care consultants for cost-effective, quality care options. Plus, nurses are available 24/7 on your schedule.
- Get your health questions answered, assistance with disease management, plus a little more motivation from our live health coaches
- Make sure your treatment and recovery path are maximized by simplifying the health care system through our Care Coordination program

¹ Plans have limitations and exclusions. The level of benefits and premium will vary depending on the plan selected.

² Florida Blue has arrangements with various vendors to provide value-added programs, which are not part of insurance coverage. All medical decisions should be made with your doctor. Discounts available as a courtesy to all Florida Blue members through separate business partners. Discounts may be used once covered benefits, if any, are exhausted.

Florida Blue is a trade name of Blue Cross and Blue Shield of Florida, Inc., an Independent Licensee of the Blue Cross and Blue Shield Association.

We comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability or sex.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-352-2583 (TTY: 1-877-955-8773).

ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis èd pou lang ki disponib gratis pou ou. Rele 1-800-352-2583 (TTY: 1-800-955-8770).

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3. Compare Quality and Control Costs

When it comes time, you should be able to choose the best and most budget-friendly ways of dealing with your health. That's why we're giving you greater transparency about quality, prices, treatments and outcomes, as well as providing a discount program for health-related services.

Real Help for You From Real People

- Find ways to take maximum advantage of all your coverage and benefits with the help of our care consultants, who can provide the information you need to get quality care at a lower price
- Review coverage, or confirm benefits for proposed treatments with our member service team

Click and Compare

- You can check out the lowest prices and get the best deal on medicines at different pharmacies with our prescription drug comparison tool, plus find generic equivalents that can help you save money
- You can research hospital quality and costs, plus estimate possible expenses and get a better feel of how they'll impact your budget

Exclusive Savings Start Here

Through our members-only discount program, Blue365³, you'll get substantial discounts on a variety of health-related products and services to help you in your pursuit of health.

Personal Care

- Eye exams, glasses and contact lenses
- Hearing exams and hearing aids
- Laser vision correction

Fitness and Healthy Eating

- Chiropractors, acupuncturists, massage therapists⁴
- Nutrition counselors⁴
- Fitness center memberships⁴
- Fitness products (e.g. heart rate monitors, exercise footwear and apparel)
- Personal trainers⁴
- Weight management programs

Information and support for you and your family

- Online support community to connect with others during significant health challenges
- Personal, professional advice about eldercare and caregiver options

New products and services are being added all the time—so check back often for new savings opportunities.

³ Blue365[®] offers access to savings on items that members may purchase directly from independent vendors. Blue365 does not include items covered under your policies with Florida Blue or any applicable federal health care program. To find out what is covered under your policies, call Florida Blue. Blue Cross and Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither BCBSA nor any local Blue company recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. For more information about Blue365, go to floridablue.com.

⁴ Members will have access to the Healthways Fitness Your Way Program. Members must purchase a fitness membership in order to receive access to complementary and alternative medicine discounts. They will pay directly for membership to the program: \$25 initiation fee and \$25 monthly fee with only a 3-month commitment.